

# *Business Solutions for the Pharmaceutical Industry*

## Meta5 Business Intelligence Integrator

Meta5 has played an integral role in many key businesses within the Pharmaceutical industry. Working with several Pharmaceutical companies over the last decade, Meta5 technology has been used for standard reporting, ad-hoc analyses, “smart applications”, as well as automating manually intensive business processes.

By effectively integrating key data sources and producing valuable applications, Meta5 has a history of success in this industry. Here are summaries of some of the business areas where Meta5 has made a difference.

### **Customer Contract Management**

#### **The Challenge**

Customer Contract Management (CCM) analysts need to accurately assess customer performance with key measures such as dollar purchases and market share in order to calculate rebates and administrative fees that are paid out to customers.

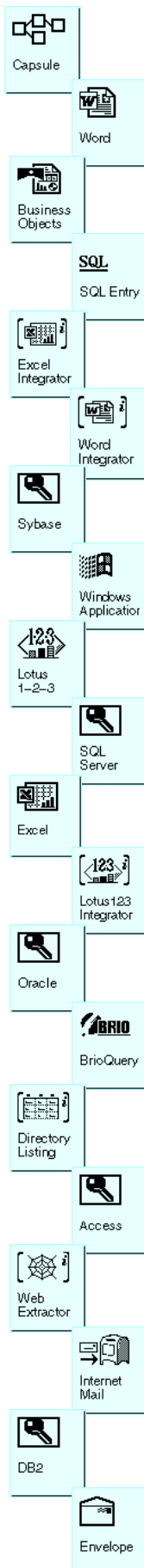
CCM analysts need a tool that can be used to answer performance questions about customers or contracts at any time, especially requests coming from national account executives and customer marketing managers who are working to define and negotiate contracts and incentives with customers.

#### **The Meta5 Solution**

Meta5 provides CCM access to a myriad of key data sources (internal and 3<sup>rd</sup> party) in order to view customer performance from various dimensions of the business such as customer, group participation, and contract eligibility. Meta5 Capsule® applications provide the capability to use spreadsheets containing user defined lists of customers or contracts in order to “drive” applications and provide reporting flexibility. Meta5 Capsule® applications also provide the ability to create and report on a variety of market share definitions.

CCM analysts use Meta5 for their mandatory Federal Government “standard” reporting required to track sales and that may then be used as the basis for calculating special administrative fees (IFF) due to the Department of Veteran’s Affairs.

Meta5 has provided data management quality assurance reporting that is vital to identifying any anomalies or issues in the data before release to the business. By using these reports, data management can react to investigate and solve problems in a timely manner, and thereby, ensure data integrity.



## **Target Marketing**

### **The Challenge**

Marketing Analysts need to access physician data to track specific market segments such as specialty, decile, or payer. They need “smart applications” to alert them to threats and opportunities in these segments as well as a rapid application development environment to perform ad hoc analyses.

### **The Meta5 Solution**

Meta5 “smart applications” alerted a marketing manager via e-mail when a key market segment fell below the target threshold. By reacting quickly and revising the product Marketing Plan, a significant increase in sales was realized.

A regional analyst discovered that for a specific specialty of decile 2-5 physicians, his product was losing share to a competitor. Using Meta5 software, he rapidly built an application to automatically e-mail all territory representatives lists of target physicians to detail. Volume increased dramatically for this target group.

Flexible ad-hoc analyses on physician and zip code script data enabled an analyst to discover competitive threats to specific geographies. Lists of target physicians were generated and Excel spreadsheets were automatically sent out to the sales force in order to direct their detailing efforts on the threatened geographies.

## **Physician Address Alignment**

### **The Challenge**

To determine the best address for both called on and non-called on physicians based on both external data sources and sales force data.

### **The Meta5 Solution**

Meta5 “smart applications” were able to determine the best address based on specific business rules generated by the marketing team. The result was a single “best” address for each physician. This address was also used to align physicians to territories and determine the universe for Reach and Frequency.

## **Tracking Details**

### **The Challenge**

Area Business Managers need to track call and sample activity shortly after it occurs.

### **The Meta5 Solution**

Weekly Call and Sample reports were generated and automatically e-mailed to each Area Business Manager.

Prescriber data was integrated with Detailing data to produce monthly Reach and Frequency reports by decile at national to territory levels. These reports were run monthly and posted to the web. Customized Reach and Frequency reports for specific target groups could be run from the web “on demand”. Exception reports identified those territories that did not meet the reach or called on frequency criteria and automatically sent notices to the appropriate managers.

## **Product Sample Administration**

### **The Challenge**

Product Samples need to be tracked to ensure FDA compliance.

### **The Meta5 Solution**

Third party data including product shipments, transfers, and adjustments was joined to internal sample activity data in a Meta5 Capsule to produce variance reports necessary to ensure FDA compliance. Meta5 “smart applications” reported territories that were out of variance with drill down reporting to explain the reasons for variance.

## **New Product Launches**

### **The Challenge**

Vendor profile data located in Excel spreadsheets must be integrated with internal customer data to create accurate target lists of physicians for a new product launch.

### **The Meta5 Solution**

Internal data was joined in a Meta5 Capsule® to vendor data contained in Excel spreadsheets. Accurate target lists of physicians were developed for a new product launch. Meta5 Transformer tools cleansed the Excel data of excess spaces and mixed capitalization. Target lists containing key physician addresses and profiles were automatically e-mailed to all Territory managers. Target physicians were distributed new product kits well in advance of the launch.

## **Event Analysis**

### **The Challenge**

Return on investment from local and national marketing events must be maximized.

### **The Meta5 Solution**

Event data contained in Excel spreadsheets was joined in a Meta5 Capsule® with product share data in a data warehouse to observe pre-event and post-event market shares attained by event participants. Target participants were identified who generated the greatest incremental share growth. This target group would most likely be invited to future events. The analysis was shared across regions to improve the rate of return on local and national events.

## **Sales Administration**

### **The Challenge**

Sales Administration supports many manually intensive and time consuming business processes which are great candidates for automation.

### **The Meta5 Solution**

Survey data, competitive market shares, and other data were integrated to determine a territory alignment that would maximize the coverage of potential high scripting doctors. Rapid turnaround was guaranteed when further refining territories.

Meta5 Capsules® automated the manually intensive cutting and pasting of vacancy data into Excel spreadsheets from many sales coordinators located throughout the United States. Meta5 provided all of the key business analyses needed to support this business area on a weekly basis, in addition to automatically e-mailing reports to appropriate contacts.

Meta5 Capsules® automated many of the manual tasks required to administer sales awards such as tracking winners, creating award presentations in Power Point, creating hundreds of winner notification letters in Word documents, and sending weekly winner e-mail reminders. Meta5 Capsules® were also created to automatically e-mail Excel reports to Vendors responsible for providing the awards to the winners.

Sales roster “smart applications” were created to determine the best sales representative’s areas based on type of shipment needed. Separate mailing lists were generated for packages vs. letters.

### **Sales Force Automation (SFA) Reporting Augmentation**

#### **The Challenge**

Integration of call data with script data and survey results to identify successful details.

#### **The Meta5 Solution**

Meta5 Capsules® used to create representative classification of doctors as compared to actual scripts to assist with detail prioritization.

### **Internal Audit**

#### **The Challenge**

Generating thousands of Word document letters to send out to physicians receiving samples as mandated by the FDA.

#### **The Meta5 Solution**

Meta5 Capsules® automated this process and saved weeks of data entry and manual efforts.

### **About Meta5, Inc.**

Headquartered in Babylon, N.Y., Meta5 Inc., ([www.meta5.com](http://www.meta5.com)) develops and markets business intelligence integration (BII) software that integrates and automates programs, applications, and data to solve analytical problems for businesses. The company’s flagship product, Meta5, helps clients obtain timely access to critical data that resides in a variety of sources, ranging from existing applications to databases, flat files, and spreadsheets. Meta5 provides the tools necessary to analyze and integrate this data, enhancing the efficacy and timeliness of critical enterprise decisions. For questions, comments and interest in the Meta5 Business Intelligence Integrator Solution please contact us at 631-587-6800.

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